

Final Project

Recommend a 'Green Bundle' strategy for a publicly traded firm of your choice (chosen in provided list).

- Imagine that a company has hired you as a consultant and that you need to provide recommendations to the CEO on how to adopt a "successful environmental strategy."
- 1. Data collection & Evaluation
 - How well is this company performing in terms of Sustainability/ESG?
 - Compare firm performance to other firms in sector
- 2. Recommendations
 - How could this company improve its sustainability performance while improving its bottom line?
 - For example, could this company offer environmental products or services? Would there be a market for these products or services?
 - Prepare a list of one or perhaps more recommended strategic changes and a plan to implement them.
- It is expected that you will send your final report to the company of your choice and that this report will help them improve their environmental strategy.

1. Data collection & Evaluation

- Compile and evaluate the current firm sustainability strategy based on the public sustainability disclosures of the company.
- Collect public disclosure information based on the World Economic disclosure framework.
- You will describe how well your chosen company is disclosing, and how well it is performing in terms of greenhouse gases, water consumption, land use and diversity.
- This baseline analysis will allow you to provide recommendations for improvement by comparing the company to some of its competitors.
- The public disclosures from the company you chose will be found in their sustainability report, on their corporate webpages, and other voluntary disclosures such as the Carbon Disclosure Project (<https://www.cdp.net/en/responses/>) and the Sustainability Account Standards Board (<https://www.sasb.org/standards/download/>).
- Other sources can be used, but they must be information provided by the company itself, not information compiled by external parties (e.g., news agencies, investigative journalists, non governmental organizations). You will be provided specific financial data that corresponds to specific World Economic Forum disclosures as well as sector level disclosure information.

Principles of Governance

Setting Purpose
Governance Body Composition
Material issues impacting stakeholders
Anti-corruption
Protected ethics advice and reporting mechanisms
Integrating risk and opportunity into business process

People

Diversity and inclusion (%)
Pay equality (%)
Wage level (%)
Risks for incidents of child, forced or compulsory labour
Health and safety (%)
Training provided (#, \$)

WEF Core Metric S

Planet

Greenhouse Gas Emissions
TCFD Implementation
Land use and ecological sensitivity
Water consumption and withdrawal in water-stressed areas

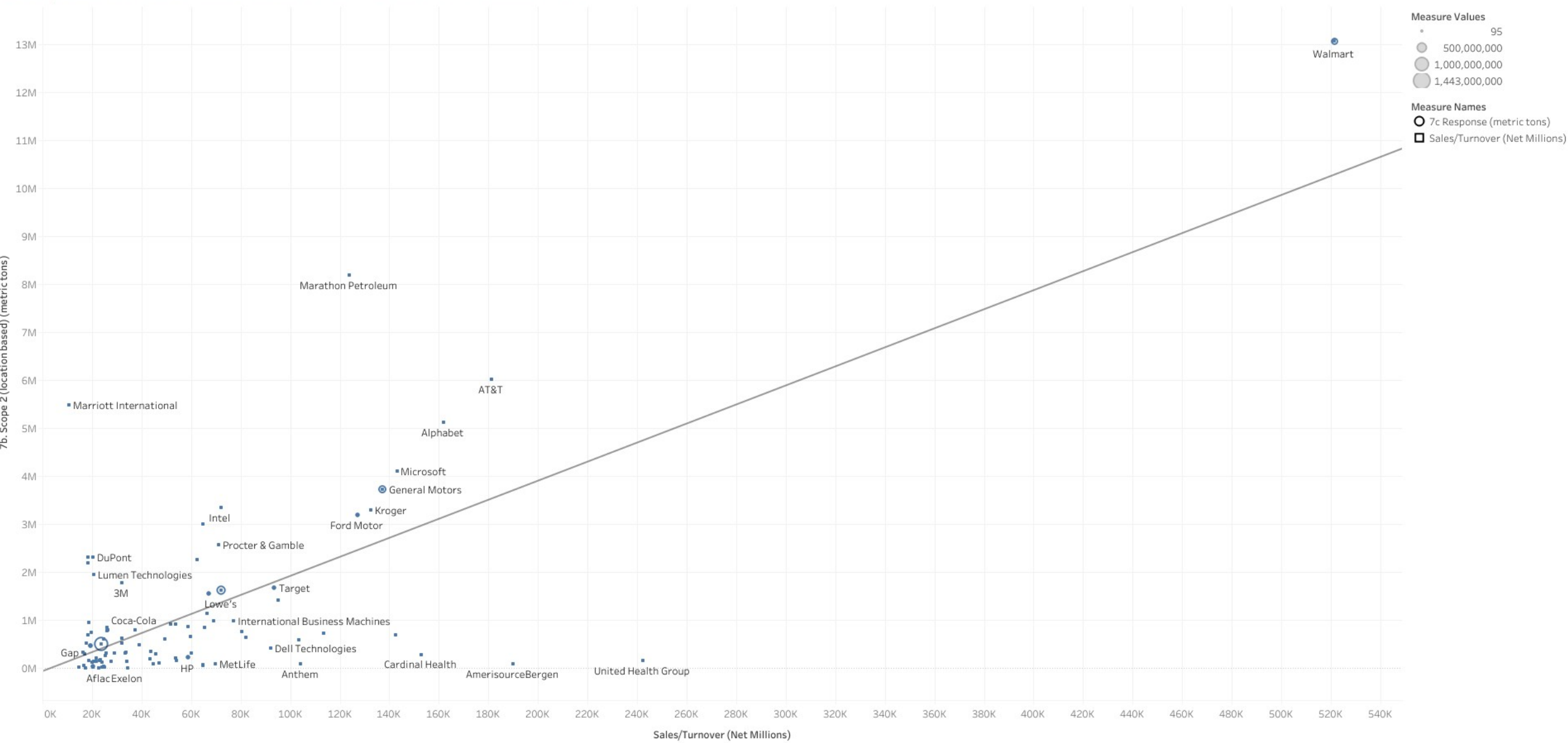
Prosperity

Absolute number and rate of employment
Economic Contribution
Financial investment contribution
Total R&D expenses
Total tax paid

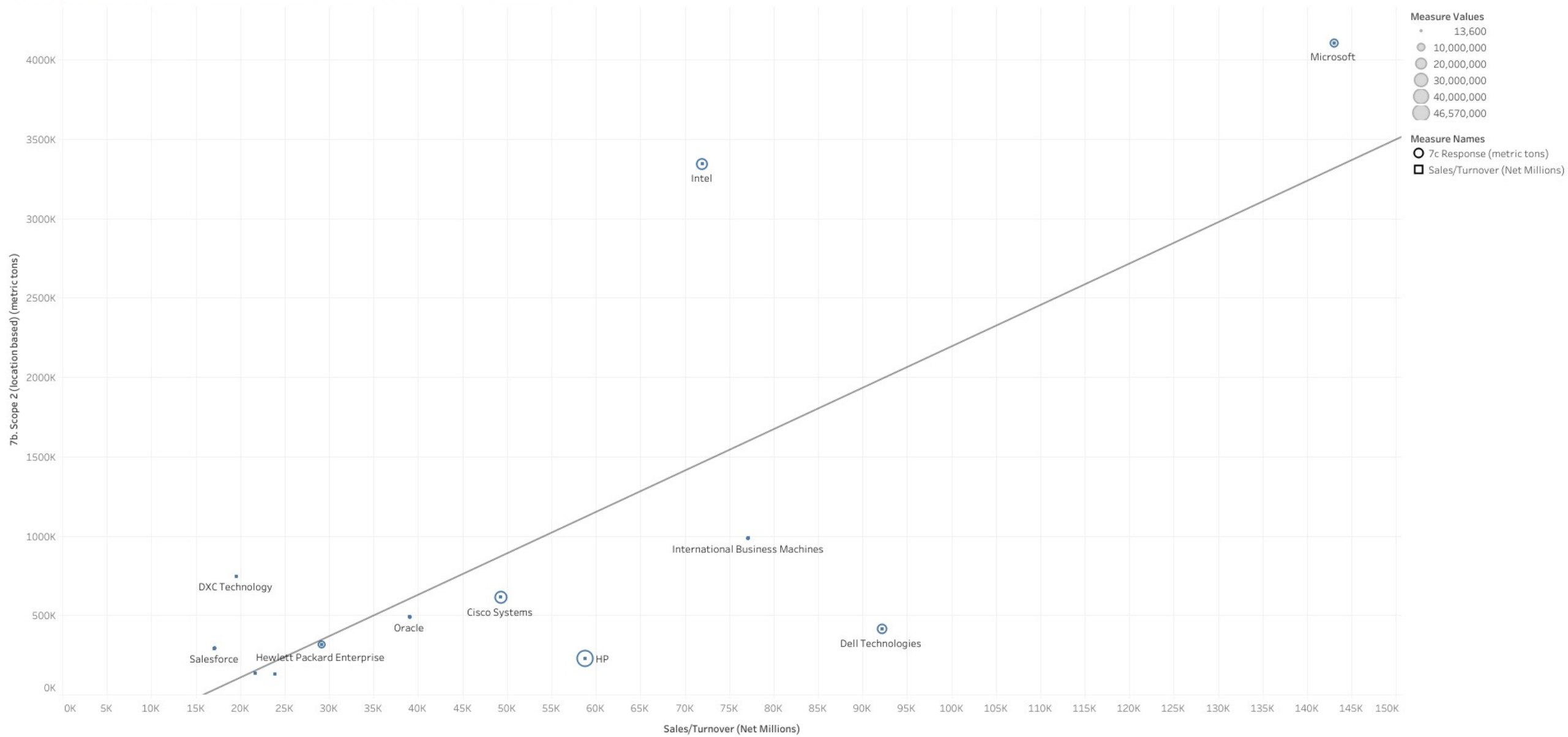
Data collection finalized by Lecture 14

- By lecture 14, you will need to have completed the data collection and questionnaire for your assigned company.
- We will ask you to hand in a presentation slide deck with no more than 5 slides on your data collection and some preliminary findings on Monday, November 8 before 9:00pm.
- The deck should include a title slide with your team members names and the company you covered. The remaining slides should answer the following question:
 - According to you, what are the pillars and more specific metrics for which your firm discloses well for its sustainability?

Scope 2 GHG Emissions and Sales in millions

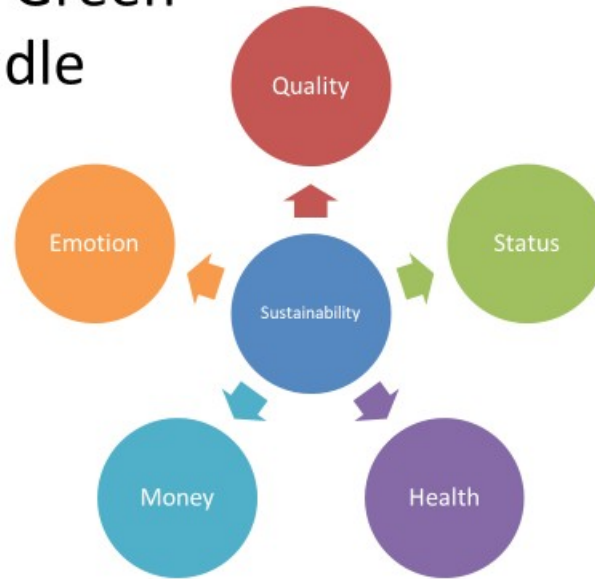


Scope 2 GHG Emissions and Sales in millions



2. Recommendations

The Green
Bundle



Green Bundle strategies

- Efficiency strategies
- Communication strategy (e.g. eco-labels)
- Disclosure of environmental performance
- Innovation strategy, development of new product or service

Questions you should address in the report

- What type of corporate environmental strategy is the company pursuing?
- Describe the strategy from the perspectives that we have used in the course.
- Characterize current environmental management practices as well as environmental performance. Evaluate
 - a) the strengths and liabilities of the strategy given the firm's current and prospective operating environment
 - b) how successfully you believe the firm has been at implementing its chosen environmental strategy.
- How could this company improve its environmental performance while improving its bottom line? What Green Bundle strategy could they use?

One pager (October 15)

- Introduction includes:
 - Group name (students)
 - Name of the company
 - Company's profile: what they do, sell or produce
 - What is their current environmental strategy (if any)
 - Motivation. Why is it interesting? Why did you select this company?
 - What are their environmental challenges and opportunities?
- Goal of the study: What element of the Green Bundle will you prioritize?
 - Cost reduction, emotion, health, quality enhancement, health benefits, status improvement, emotional and social connections etc...
- Team organization and timeline
- How will you coordinate with your team to collect the data and conduct the analysis.
- Describe who will do what and when, & provide clear steps to produce the report (data collection, analysis, report writing)
- Optional:
 - Possible / expected challenges